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# USDA Inside USDA Information

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## IN THIS ISSUE...

Publications awards...design projects...northeast cooperation on a slide project...magazine article writers' workshop...USDA Graduate School correspondence studies...and other items from here and there...all these and more inside "Inside..." now.

\* \* \*

Newest task force assignment has to do with figuring out options for the upcoming regional USDA information business. Stan Prochaska, AMS; Marilee Menard, FSQS; Stan Weston, FmHA; Bonnie Whyte, FNS; Bob Lake, FS, and Hal Taylor, GPA, will form the team. Stan Prochaska is chairman.

## TASK FORCE TO STUDY REGIONAL OFFICES

Part of the assignment includes meeting with each agency information head to get ideas--both those agencies with field offices and those without.

As the task force develops the options and makes recommendations, "Inside..." will bring you up to date on what's happening so you'll be among the first to know.

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Out of more than 200 entries from government agencies and private businesses, USDA publications won three awards from the Society for Technical Communication on Jan. 24.

## SCORE THREE FOR USDA

Two went to SCS and one to AMS.

An award for excellence went to Anne Schuhart, Judith E. Ladd, and Chris Lozos, all of SCS, for an article in "Soil Conservation" magazine on surface mine reclamation.

Awards of merit were won by Marian Smith, SCS, for her work on the bulletin "Garrison Creeping Foxtail," and by Cheryl Palmer, AMS, for "U.S. Grain Standards Act of 1976."

The 1978 STC awards were presented at a luncheon in nearby Bethesda, Md.

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## CORRESPONDENCE, ANYONE?

Claire McBride, who handles publicity for the Graduate School, recently sent us a booklet of correspondence study programs made available through the Grad School. We note that one course, Report Writing, is handled by a couple of retired information types, Wilbert (Bill) Schaal and Bob Ingram.

Field folks who might have an interest in the courses can get the catalog by writing to the Grad School or calling (202) 447-7123.

\* \* \*

Unfortunately, the saga of the 1978 Yearbook of Agriculture has not yet ended.

A couple of weeks ago David G. Hall, retired ARS publications chief who now lives in Boonville, Mo., received a large box in the mail from the Govt. Printing Office. The box contained about 15 copies of the Yearbook.

YEARBOOK SAGA  
CONTINUES

He had not ordered even one Yearbook.

Tracking down what happened turns into a classic case of no one willing to admit a thing. "Inside..." thinks it came about through a mixup over some other publications Dave had ordered... and the mailing label got stuck on the wrong box.

\* \* \*

Bryan Killikelly, regional info. officer for AMS et al in New York City, sends word that his regional shop and COSDA (the communication officers of the state departments of agriculture) are working up a slide series on agriculture in the Northeast.

NE...A SLIDE CASE  
STUDY

Content will include accomplishments, problems, and possible solutions. Overall theme, Bryan says, might be: "In spite of existing in a highly urbanized part of the country where development and other pressures are acute, the Northeast, with its relatively small, family-run farms are case studies in the perseverance and success of American agriculture."

Information is coming from all of the states. Susan Sperling, AMS et al in New York City, and Lou VanDyck, New York state information officer, are working on the script. John Nikoloff, Pennsylvania info. officer, will do most of the photography. Cornell University's media services div. will put it all together.

\* \* \*

MAGAZINE WORKSHOP  
COMING UP

For 55 bucks, you can register for the first of three magazine writers' workshops being sponsored jointly by the Reader's Digest and Arizona State University at Tempe. The session will be held April 7-8 in Phoenix.

An entry fee of \$15 should be sent to Prof. Stanley Smith, Dept. of Mass Communication, A.S.U., Tempe 85281, by March 1.

Among nationally known editors who will serve as instructors is Lane Palmer of Farm Journal magazine.

\* \* \*

IDAHO WRITES...

Scott Fedale, Idaho U's radio-television editor, sent us a copy of his new newsletter called "Open-line." He's filled it with

tips about slide projectors, videotapes, and other information useful to staff members out thataway. We hope he will keep us on his mailing list...and, by the way, that goes for others of you who have similar mailings.

Anyhow, one item Scott wrote about caught our eye...nine (if our count is correct) videotape players and sets located around the state. More and more we hear of such equipment and it makes us wonder if we're not missing a bet on how to get in touch through such machines. No doubt we are.

\* \* \*

Food and science editors are invited to gather in Charleston, S.C., April 1-3 for a conference on "Substitute Foods--Who Needs Them, and How Are They Evaluated."

TRY A FOOD  
CONFERENCE

The conference is sponsored jointly by Virginia Polytechnic Institute and the Institute of Food Technologists.

For more information, write Howard Mattson, IFT director of public information, 221 N. LaSalle St., Chicago 60601.

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(In the report below, some names are omitted to protect the innocent...although we don't think there are any.)

PRESS BRIEFINGS...

With fair regularity each week, Sec. Bergland sets aside an hour to visit with press reps housed in USDA facilities. The sessions give him a chance to discuss matters he wants folks to know about...press people get a chance to ask questions of the boss and to give their copy a boost.

Once dates are arranged, GPA's Press Div. notifies the reps. That is, most of the time the Press Div. notifies the reps.

Recently the Secretary and one or two other folks gathered at the appointed time. No one else showed. So...back to work.

Next day a memo arrived in Press Div. labeled: "Several items in the latest issue of DEPARTMENT-WIDE SUMMARY VACANCY ANNOUNCEMENTS...may be of interest." The memo continued:

...CREATE JOB  
"SEARCH"

"In Islamabad, Pakistan--an entomologist to organize, coordinate and execute a program for the eradication of tsetse flies.

"In Ketchum, Idaho...could see the place where Hemingway shot himself and, perhaps, (certain press officers would) be inspired--a mining engineer to help settle claim disputes.

"In Cleveland, Tenn.--a highway engineer to help build roads and trails for Chief McGuire (FS).

"Or...to remain in this area--there is an opening, in Beltsville, for an automotive mechanic."

The latest press briefing took place as scheduled...it also was well attended by press representatives.



FILMS TO PORTUGAL

Two motion pictures from USDA were selected for viewing at the International Film Festival on Rural and Agricultural Themes in Santaren, Portugal..."Black Diamonds, Green Pastures" and "Killer Bees, Fact, or Fantasy." The festival took place in November.

U.S. DEPT. OF AGRICULTURE  
NATIONAL AGRICULTURAL LIBRARY  
RECEIVED

The Motion Picture Div. of GPA received "diplomas of participation" as a result of the entries--made by the International Communication Agency (ICA), formerly USIA.

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Here's a list of tentative travel plans for top staff folks which might be of interest:

PROCUREMENT SECTION  
CURRENT TRAVEL RECORDS  
WHO'S GOING WHERE

Feb. 21--Sec. Bergland, Natl. Rural Electric Coop., Houston  
Feb. 26--Asst. Sec. Alex Mercure, Great Plains Agricultural Council, Albuquerque, N.M.  
Mar. 1 --Asst. Sec. Alex Mercure, Regional Health Planning Assoc. annual meeting, Albuquerque, N.M.  
Mar. 20--Asst. Sec. Rupert Cutler, Natural Resources Days Conf., East Lansing, Mich.  
Mar. 26-27--Asst. Sec. Carol Foreman, Aiken Lecture Series, Burlington, Vt.

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We mentioned recently that a design manual will be coming around soon. When it's published, one thing to be included will be standard sizes for all publications and stationery.

DESIGN STANDARDS  
TO SET PAPER SIZES

You've already received word that USDA stationery and other single sheet material will be 8 1/2" x 11". Now comes word that publications will be trimmed as follows:

<u>Format</u>	<u>Vertical</u>	<u>Horizontal</u>
Large	8 3/8" x 10 7/8"	10 7/8" x 8 3/8"
Medium	5 3/8" x 8 1/2"	8 1/2" x 5 3/8"
Small	3 7/8" x 9"	None

David Sutton, chief of design for GPA, says these sizes fit the most often used sheet fed printing presses and can be used economically with or without bleeds. Each size trims economically from the most common single sheet paper available from stock supplies. Each size also is economical for web fed presses, although web printing sometimes requires minor alterations in trim size.

Dave points out that other sizes may be considered for special projects, audience specific material and certain limited run printing.

As these new standard sizes are initiated, the prevailing sizes--8" x 10 1/2", 7 7/8" x 10 1/4", 5 7/8" x 9 1/8", and 4" x 9" are eliminated. Other special sizes, such as the trim size 9 1/4" x 11 1/8" for SCS soil surveys will be maintained. Dave's shop will issue typographic grids for each size when the manual is released.